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# PRINTERS' INK.

*A JOURNAL FOR ADVERTISERS.*

GEO. P. ROWELL & Co., PUBLISHERS, 10 SPRUCE ST., NEW YORK.

VOL. VI.

NEW YORK, APRIL 13, 1892.

No. 15.



TO GET

GOOD

ADVERTISING

GO OR WRITE TO

ROWELL'S ADVERTISING

BUREAU,

10 SPRUCE STREET,

-

NEW YORK.

# Bright Men

ATLANTIC  
COAST LISTS  
1400 LOCAL PAPERS  
NEW ENGLAND MIDDLE  
AND SOUTHERN  
STATES

Are desirous of doing a large business all the year round. They do not abandon their advertising after the winter months, neither do they discharge all their help. They consider a Spring and Summer dollar just as valuable as a Winter one, and by keeping up their advertising they keep up their business; thus the Spring and Summer months are made to yield satisfactory returns.

Some advertisers increase their advertising after the Winter months, knowing that they have less company and thereby are enabled to greatly increase their business.

Bright men, however, are not in the majority, therefore the newspapers are not crowded with advertising during the Summer.

ATLANTIC  
COAST LISTS  
1400 LOCAL PAPERS  
NEW ENGLAND MIDDLE  
AND SOUTHERN  
STATES

We have no space to spare at present, but believing that we may have later on, would be glad to make a special proposition to advertisers who will use two inches or more weekly for six months. This proposition is particularly advantageous to the advertiser, both as regards price and terms of payment. Full explanations upon application.

## Atlantic Coast Lists,

134 Leonard St., New York.

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

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## THE MODERN MAGAZINE.

By John Brisben Walker.

(Publisher of the *Cosmopolitan Magazine*.)

In answer to the request of the editor of *PRINTERS' INK* for a brief paper upon the field of the modern illustrated magazine as distinguished from that of the newspaper, I beg to submit the following notes :

It is the popular impression that the field of the great metropolitan daily and the field of the modern magazine are the same. No idea could be more erroneous ; in fact, to those familiar with the details, the two are not only entirely removed from each other, but are growing further apart with every year. The success of the great daily is due to the marvellous printing presses of to-day, which turn out more than 30,000 copies per hour. The growing appreciation with which the magazines are received is due, in a measure, to the very reverse of this, for the slow presses which print the finest illustrations average no more than about 500 impressions per hour.

As it is with the presses, so it is with the other work. A newspaper consuming its thousands of manuscripts must be rapidly edited, and the constant effort is to find a supply of manuscripts for its voracious columns. With the magazine, issuing but once a month, the effort is not to fill but to reject. From the eight or ten thousand manuscripts a year which pour into the cases of the magazine editors, only about 200 finally reach a place in the magazine. The reader of the newspaper delights in the vast quantity of material which is spread out before him for the small price of five cents ; the reader of the magazine is willing to pay to have the thousands of tons of literature sifted by others at his expense, with a reasonable certainty that he will have placed before him only the very best.

Upon the *Cosmopolitan* seven editors are engaged for an entire month in sifting, selecting, editing and arranging

for illustration the eighteen or twenty articles which appear in one number. One of these receives for his literary work on the magazine a salary double that of a Cabinet Minister. The reader can form no adequate idea of the care which attends every step in making up a table of contents for a month's issue.

Nor can a daily paper, because of its 365 issues, or even a weekly paper, with its fifty-two issues, afford to pay the very prices which a magazine can well give, both for articles and illustrations. For instance, for a single page poem in the May *Cosmopolitan* \$300 was paid, and for only three illustrations in the same number there was paid to the artist \$450. There is really no limit to the price which a magazine can expend for first-class material, because the reader has time to weigh its value and appreciate the care taken for his pleasure ; consequently, the magazine receives a direct and lasting benefit from such expenditure.

Nor is a magazine rivalled by a newspaper in the good will of the author, for the reason that the magazine field extends over all lands where the English language is spoken. The 105,000 copies issued this month by the *Cosmopolitan* reach, very probably, more than half a million readers. The average writer naturally prefers that his reputation should extend over continents, rather than be confined to one locality, unless his subject be of merely local interest. Appearing in a magazine, he is certain that his work, after occupying a prominent place upon the library table for months, will, in very many cases, be bound into volumes and set away in permanent form upon library shelves.

Again, the selecting of newspaper manuscripts is necessarily in many hands, while the acceptance of a manuscript by a magazine means its issue with the stamp of approval of such literary authorities as Mr. Gilder, Mr. Alden or Mr. Howells. Few authors

of reputation but will take a lower price from a magazine than from a newspaper for the same work.

Finally, comes the question of illustration. As invention has followed invention in the field of printing presses, the printing of the magazine and the printing of the newspaper have grown to be entirely separate branches of the art. The inventor has improved the magazine presses in the matter of rollers and in the matter of impression, but not in that of speed. Forty years ago the magazine press printed more rapidly than the magazine presses of to-day. The change has been in the direction of slowness rather than speed. The finest illustrations, especially those of half-tone work, require a speed averaging about 600 impressions per hour. Paper for the finer work of the magazines costs more than three times that used by the daily journal, and there is no way of escaping from these two necessities—fine paper and slow press work.

As the reading classes grow—and the public schools are turning out to-day their tens of thousands of new magazine readers—the field of the magazine is extended. It is really a liberal educator, both in art and in all useful branches of knowledge. It does not enter the field of politics, and can afford to have the good of the entire country at heart. As its advertisements have absolutely no connection whatever with the editing of the magazine, it can stand above all considerations except the highest good of its readers. That which is truest, that which is most elevating, that best calculated to educate and improve—these are the motives by which the editor may be guided.

THE present is the era of advertising. Advertising is the best mode of *drawing* buyers I can suggest. By means of it men can sell articles that are valueless and make fortunes by it; why should not those who have valuable articles to dispose of? An extensive system of advertising is invariably resorted to by those who have trash to dispose of, and it succeeds; how much easier, then, to sell a useful and valuable article. Advertising and politeness are the main levers to get customers. Advertising will draw them, ability to fill their orders will satisfy them, and politeness will induce them to buy.

—Freedley.

## GOVERNMENTAL ADVERTISING IN WAR TIMES.

By William O. Stoddard.

(One of the Private Secretaries of Abraham Lincoln.)

The late Quartermaster-General Montgomery C. Meigs was less known to the masses of the people than were others of our civil war army officers of the higher grades. He was less effectively advertised, then and afterwards. Even the numberless contract advertisements from his department were usually signed by his subordinates and did not familiarize the people with his name. His admirable record contained no large type campaign display lines nor attractive battle cuts. His usefulness, however, was beyond estimate. No other man did more for the efficiency and success of the national armies. Unquestioning faith was given him for integrity, as well as ability, and President Lincoln intrusted him with something of absolute authority over affairs in his department.

Perhaps the only serious popular criticism of General Meigs associated his name with a vague idea of "red tape," although only two other men cut more of it, the President and Secretary of War Stanton.

For instance, in the early days of 1861, the law required, as it now does, due advertisements of and competitive bids for army supply contracts. At the same time, the army greatly needed artillery harness and infantry equipments. The usual bids had been advertised for in the usual way. A member of a concern known to me as having a large harness factory in one of the New England States, called upon me at the White House and set forth his facilities for making artillery harness. He had four hundred expert hands and could employ six hundred, or even more. He was unquestionably the right man, and I said:

"Come over with me and see Meigs."

We went, and even while we were explaining our errand, the General was writing memoranda. Then, turning to me, he said:

"You know this to be so?"

"Not a doubt of it."

"Mr. —, I have ordered the contract to be made out. Go and see Major —. We want that harness at once. I am glad you have the materials; glad you have the workmen. Good morning."

A few days later, a man I had long known, in a similar line of business, came to see me about the infantry accoutrements, and again "we went to see Meigs." Again he listened, wrote memoranda, and turned to me, without a smile on his really noble face.

"Is he honest?"

"Honest as the day, General. He couldn't cheat if he tried."

"I've ordered a contract for all he can make. I wish we had a hundred more of that kind just now. Good morning."

Some time afterwards, I met the General and asked:

"How about ——'s bayonet sheaths and belts? Were they as good as if you had advertised for bids?"

"Humph!" said the General, "we are using his work for specimens."

I had just one, and only one, perquisite, out of those contracts. Somebody or other sent me a box of tip-top cigars, with no card attached, and I half-way guessed there was leather in it. At all events, the contract system red tape was cut, and the advertising processes were pushed aside, in order that volunteers might be equipped and field batteries pulled into battle.

### SO WELL ADVERTISED.

The late "Boss" Kelly, of New York city, was in many respects a man of different character from that which was accorded to him by his opponents. Like all other political leaders, however, he was compelled to make a great deal of use of such human materials as he had at his disposal, and some of these were peculiar.

It is related of him that, on an occasion of municipal importance, several of his friends were vehemently urging the claims of a prominent politician to a certain appointment. The Boss fidgeted about and clenched his fist a little and looked very glum, until the last man had spoken. "It won't do, gentlemen," he said curtly.

"Why won't it do?" demanded an earnest advocate of the nomination. "He is just the man for that place, I say. Why won't it do?"

"It won't do!" replied the Boss, with energy, bringing his fist down upon the table. "I tell you what, gentlemen, we've got to put in some fellow that hasn't been anywhere near so well advertised as he has!"

Another man was appointed, and it may be that so, in one more instance, the public benefited by liberal and long-continued advertising.

### LOCAL ADVERTISING IN COUNTRY WEEKLIES.

*By Boudinot Muidetter.*

I never pick up a country weekly without thinking of the possibilities some editor of such a medium has to win a reputation for himself by reforming his local advertising. I do not pretend in this article to do more than point out the idea. I can do this best, perhaps, by giving a little personal experience.

About ten years ago, and before I had any practical knowledge of advertising, I was asked to edit a country weekly during a warm political campaign. I had never had anything to do with a newspaper, and did not feel inclined to do more than contribute a couple of columns of editorials each week. One day, before leaving the office, the foreman said to me that Mr. Jones (who had a store up street) wanted a local notice written up, and asked if I would not do it for him. I called on Jones, introduced myself, and said if I could help him in any way I would do so, though I was thinking all the while that he ought to be able to express himself about his goods better than I could. This he either could not do, or thought he could not. I wrote for him a reading-matter notice of perhaps 300 or 400 words. It would, I presume, compare favorably with the average of such notices. It did not suit me, and yet I could see nothing wrong about it. I handed it to the foreman and went home.

Somehow, I could not banish the matter from my mind. The paper did not go to press for a couple of days, and before morning I had made up my mind that it was all wrong.

I said to myself: Here is a man that has a general store; he has received a few hundred dollars' worth of new goods; he wants to sell them; to sell them he must attract people to his store; after getting them there, he and his clerks must sell the goods. He is willing to pay for space in this paper; if it attracts new customers he will pay for more space; others will see what he is doing, and will do the same. To do him good, any statements he makes in the paper must be truthful. I want

the paper to increase its circulation, but just as important is it that its advertisers should be satisfied with results from it. Very few local advertisers have attractive advertisements, or well written; if I can help them in this respect they will be pleased, and spend more money with the paper.

I called on him the next day, and gave him my views, looked over his stock, and helped him to formulate a campaign which proved to be highly successful. This man was paying \$50 a year for a display advertisement that was changed every month or so, and was spending \$2 or \$3 occasionally for reading notices. After the first week's advertising under my management he was looking us up, and cheerfully spending \$15 and \$20 each week, at least, for a time.

I went to other advertisers and gave them my views, and offered to help and give them the foreman's assistance.

My views at that time were somewhat crude, but I still believe I had the right idea.

It seems to me, then, that the editor of a country weekly should be an advertising expert; he usually is something of a politician, and why not add the former calling to his other accomplishments. Local advertisers are not, as a rule, educated up to the proper standard in the science and art of advertising. The editor should be the expert, to advise and counsel them. If this is properly done, they will solicit him for space; no need to solicit them and use the argument that they must "help along their local paper." Two-thirds of local advertising is now given grudgingly. Why not make it so that advertisers will want it, and want it bad. Let the editor not only write their advertisements for them, but study carefully the probable results. The writing of an advertisement belongs to the science and art of advertising. There is also an editing and results. Study the latter with even more care than the former.

\* \* \* \* \*

And this suggests speaking of editing advertisements. Advertising writers are now common. All of them, no doubt, can write good advertisements, but few of them realize the actual needs of their customers.

I believe it will be more important to those needing the services of an advertising manager in the future, that

such a one shall be competent to edit rather than write their advertisements. The latter is important, of course, but often the manager can secure excellent advertisements from the many writers and advertisement designers, if he is left free to edit rather than write them. A man capable of editing advertisements can write them, but the editing quality is more important than the writing.

It is not difficult to prepare an advertisement that will be seen, nor difficult to write one that will be read; but to know the "drawing power" of the advertisement is much more difficult.

To take a good advertisement—one that will give good results—add a word which may, perhaps, deteriorate it in a literary or grammatical sense, or an illustration which may lessen its artistic merit, but will in its entirety improve its drawing quality and give better results—this is an inherent faculty that makes the editor of an advertisement invaluable.

#### WITH ENGLISH ADVERTISERS.

*By T. B. Russell.*

LONDON, March 23, 1892.

A law case, bearing on the subject of advertising as used by professional men, was practically closed in the Court of Appeal in London yesterday. A dentist named Partridge, holding a diploma from the Royal College of Surgeons, Dublin, registered by the General Medical Council, set up a dental institution, supported by extensive advertising. The Dublin people thereupon cancelled his diploma, and the Medical Council withdrew the registration, whereupon Mr. Partridge brought an action, which, though it did not get him back his diploma, had the effect of getting his name restored to the register. Now, this is a very vital part of the matter, because, although the diploma itself being cancelled, he could not call himself by the titles it conferred, he was still now again a registered dentist, and could recover his charges at law, if need be. All this took a long time, and, unfortunately for Mr. Partridge, the authorities with whom he was in conflict had another string to their bow. For one of the conditions attached to his diploma had been a promise not to advertise, and he had, in point of fact, spent upwards of \$50,000 in advertis-

ing. The Medical Council, taking advantage of this, again removed the name from the register, on the ground that Mr. Partridge's broken promise constituted "infamous conduct in a professional regard," and his action at law, by way of meeting this, has just been dismissed.

\* \* \* \* \*

It is interesting to note the legal subtlety of the decision. Mr. Partridge is not dubbed "infamous" for advertising only, but rather for advertising after he said he would not; but the Master of the Rolls took occasion to very strongly condemn advertising by professional men in any case. The learned professions will evidently have to get on without advertising; and perhaps it is just as well.

\* \* \* \* \*

This week witnessed the publication of a new paper, which has been so assiduously boomed in advance, in all sorts of ways, that everyone expected something startling. It is *The Million*, a penny weekly, half of which is printed in colors. Such (we were all told) was the anxiety of the proprietors to produce a masterpiece, that, though announced for February 16, it was only published yesterday, March 22. It proves to be an eight-page sheet, size  $17\frac{1}{2} \times 12$ , printed on paper rather thinner than the *Youth's Companion*, and not nearly as good. The color printing is wretched and the letter-press poor; the matter consists of a very poor, short story; the first installment of a serial by Mr. Henry Herman, who, whatever his talents may be, cannot be called a novelist of the first class, at all events; an article on the House of Commons; some small pictures, with (alleged) jokes underneath, and some illustrated witticisms, of which the following may be regarded as a specimen:

How to become a millionaire. Take in this paper. That is the name to be given to the subscribers.

The front page is a colored picture of Mr. Henry Irving as *Wolsey*, in Henry VIII., produced at the Lyceum Theater some six weeks ago. There is only one page of advertising, and Pears have got it. This affair is announced as edited by George Newnes, proprietor and founder of *Tit-Bits* and the *Strand Magazine*, and, as both of these are fairly good periodicals for people who like that class of thing, something a good deal better was expected of Mr. Newnes than *The*

*Million*—of which he announces that 500,000 copies have been printed. The first number is likely to be a *succes de curiosite*, the advance notices having been copious and laudatory: but I fancy the succeeding issues will not go off particularly well, and advertisers will do well to await reports from this side before contemplating the engagement of any space.

\* \* \* \* \*

People so often complain of competition, and the loss caused thereby, that we are apt to forget the other side of the question. But, especially in the newspaper business, there is a very important "other side." What looks at first like an unmixed evil may not be so. For instance, Mr. Earle, the London manager of the Remington Type-Writer Company, an American, told me once that he never contemplated the introduction of cheap type-writers of other makes (like the Merritt, Columbia, etc.) with dislike. On the contrary, he said, these things served to educate the public mind to using type-writers.

\* \* \* \* \*

Similarly with newspapers. I know of one case where a new weekly paper came into the field, secured a good circulation for itself, and, in the long run, actually benefited the papers that occupied all the ground before. I allude to the case of *Black and White*. The immediate effect of this on the *Illustrated London News* and the *Graphic* was to set the conductors of the two old established weeklies on their mettle. They have greatly improved, both in illustrations and in literary quality, since *Black and White* came into the field, and one of them, at least, I know has increased in circulation. Yet the new paper has taken a firm hold and has a good and increasing circulation—showing that there is room for three such periodicals in London. In many respects the three are not competitors and plenty of people buy all of them. There is an honorable rivalry between them in the matter of get-up and in engraving. All make a feature of portraits of prominent men who have died during the current week, and it is fair to note the fact that in these engravings *Black and White* surpasses beyond all comparison the other two. It is, moreover, much the best printed, and it is a pleasure to see the care bestowed on advertisement blocks in its columns.

## SOME CURIOSITIES IN ADVERTISING.



**PENSIONS** W. H. DEEN & CO., U. S. Pension Claim Attorneys. Philadelphia and Chicago 26 years' practice. Soldiers, Sailors, Widows and Minors entitled. Desertion Removed. Largest business in Penna. or N. J. Advice Free. Call or write us. No fees in advance. Philadelphia Office, corner Seventh and Sansom Streets.



WITH SUNLIGHT TO BACK ME,  
THE WASHING LABOUR IS LESS  
THE COMFORT IS GREATER.

**IF YOUR HOUSE**

has the appearance of tumbling, you at once take steps to brace it up and mend the broken timbers and rebuild it so that it shall not be a complete wreck, but be tenable and safe to dwell in. Your body, blood and liver are much more valuable than your house. If it is in a weak condition your back aches or you feel sickly and uncomfortable, Use Ramon's Tonic Liver Regulator.

It is a perfect remedy for all disorders of the Liver. Sample dose free at any store. For sale by druggists and dealers or the

BROWN MFG CO., Greenville, Tenn.

**THE SUN IS RIGHT**

According to the correct time from Field's Regulator. A full stock of clocks, watches, jewelry and plate to please one and all. When you want the best goods for the least money and the most thorough workmanship in repairing call on

**R. S. FIELD.**

117 East Main Street.

**TO ANGLE****Successfully,**

for customers, one must have the right kind of tackle and bait. "There is as good fish in the sea, etc.," as that handled by me, but none better. I offer you Klipped Herring, Fresh Clams, Fresh Shrimp, Brook Trout, Fresh Lobsters, Mackerel in Tomatoe Sauce, Imported Sardines, Russian Corear, Deviled Crabs, all fresh goods.

**MACK ECHNEY**

Abilene, Texas.



# THE POINT OF VIEW.

By John R. Barrett.

What constitutes a good advertisement?

That's a question! It has been asked and answered a thousand times. To a close observer, perhaps the most remarkable feature of the answers is the almost universal unanimity with which the writers disagree. Different men, of different minds, analyze from different standpoints, and naturally there is the same diversity of opinion as in politics, religion or the arts.

It depends on the point of view.

The fifteen years during which I have had to do with advertisers and advertising has tended to convince me that there is no such thing as erecting a standard from which the excellence or superiority of every announcement may be judged. I have often found that what would be a good advertisement for one particular business in a given locality, would fall utterly flat when applied, under similar conditions, to the same business in another. This is especially true of the retail trade in the principal towns and cities throughout the country. In Philadelphia, Mr. Gillam's clever work for the Wanamaker establishment is pointed to—and justly—with feelings of admiration; but would the same line of thought, the same direction of effort, produce similar results if practiced in San Francisco, Denver, or New Orleans? I expect a smile of derision from some of the knowing "experts" when I advance a negative reply.

The really good advertisement is the one which, while combining all that is artistically possible from a grammatical and typographical standpoint, reaches the point aimed at and produces telling results within a reasonable period. This is the model announcement—the ideal of scientific advertising, beyond which the aspirations of no business writer may safely soar. Placed under the microscope, this advertisement, generally speaking, will be found composed of:

Attractiveness.....	25
Force of language.....	12
Brevity ("Multum in Parvo").....	68
Knowledge of subject.....	30
General good judgement.....	10
Additional brains.....	15
Total.....	100

These are the essential timbers, the foundation on which the structure is built, the materials of which it is com-

posed. Often it is necessary to blend in different degrees the castings for the whole, and it is here that the delicate perception and unerring judgment of the professional writer stand out so sharply. Years of experience and observation have taught him just *how* the arrows should be sharpened before they are sped from the bow.

It is not possible to write a good advertisement by following any rule or set of rules, any more than you can preach from the pulpit a series of interesting sermons by pursuing the same course. Hints, invaluable in their way, combining the fruition and judgment of years of experience, will assist, but so many considerations enter into the make-up of the successful advertisement that they can do little more. A full and complete understanding of the subject to be treated, of the class of people to be appealed to, and of human nature in general, as well as of the ground it is intended to cover—these and a thousand and one other things form the component parts of that which, moulded into being as the potter shapes his clay, constitute the successful advertisement, the one which pays back its cost with one hundred per cent profit.

## SPACE CONTRACTS.

This is a popular method, and is adopted by nearly all large advertisers. You contract for so many lines to be used within a year, and you can be *in* or *out* of the paper, or increase and decrease the size of your advertisement at will. The bill is rendered each month for the number of lines used within that month.

Where you desire your advertisement to occupy *necessary space* be *explicit*; and mark your manuscript exactly how you wish it set. If it is to be indented designate how many ems each side and whether you wish it set solid, single leaded, double leaded, triple leaded or slugged.—*Washington Star*.

A *PRETTY* good advertisement put out by a wholesale jeweler is headed: "A Quarrel Between Partners." It describes a conversation between "Price" and "Quality," each of whom claim the credit for the excellence of the time-pieces advertised.

*MEDIOCRITY* can *talk*, but it is for genius to *observe*.

## NO DANGER.

ST. PAUL, Minn., March 19, 1892.

## Editor of PRINTERS' INK:

Does not a large part of the effectiveness of the best advertising to-day come from the contrast which it makes with the second, third, fourth and tenth best?

And when through such powerful engines of education as PRINTERS' INK (which is read and studied by advertisers everywhere) the standard of advertising is raised; when all the stupid men have been bright enough to steal the ideas of the clever men, and good taste is generally diffused; in short, when all advertising reaches the dead level of superlative excellence, will not the individual master-pieces lose their force?

Fortunately, this catastrophe is not imminent, as the wise man and other advertising experts are not agreed beyond a peradventure as to the fundamental principles of the business, nor united in promulgating a practical working theory. But, to make the question a little more definite, let us suppose that all the advertisements in the hundred pages of the *Century Magazine* were prepared with as much ingenuity tempered with taste, as a few of them are, would these few be as useful and remunerative to the people who pay for them as they now are?

There are several interrogation points in this, but only one query. C. W. A.

## MATRIMONIAL ADVERTISING IN AUSTRIA.

From the *New York Commercial Advertiser*.

A newspaper printed in Austria recently contained the following advertisement, which is a specimen of the truly economical spirit: "A widow, who still possesses the entire wardrobe of her deceased husband, is disposed to enter into correspondence with a suitable gentleman, if such can be found, with a view to matrimony."

## THE TOWN CRIER.

From the *New York World*.

The summer visitors to Nantucket remember seeing Billy Clark, one of the natives of the old town, with his flag and his bell, and his brass-lunged announcement of the coming church fair or the auction of Mrs. Somebody's household goods. Billy is the last known survivor of the old town crier, who in his day and generation was an institution in every country village.

## WANTS.

Advertisements under this head 75 cents a line

**WANTED, Results.**—Vick's Magazine's "300,000 guaranteed" gives them. 38 Times Bldg. N.Y.

**WANTED**—A few live agents. Send 25c. for sample & terms. Address CONVERSE NOVELTY CO., 519 S. Barstow St., Eau Claire, Wis.

**CANVASSERS WANTED** to secure subscriptions for PRINTERS' INK. Liberal terms allowed. Address Publishers of Printers' Ink, 10 Spruce St., New York.

**A THOROUGHLY** trained magazine and weekly newspaper man wishes to form new connection. Best proofs of energy and character. "A. C.," care Printers' Ink.

**IF** you want artistic, tasty printing—an elaborate catalog, with embossed cover—write, or come in and talk it over. GRIFFITH, AXTELL & CADY CO., Holyoke, Mass.

**WANTED**—Republican paper, or Independent with Republican leanings. Must be good paying property at reasonable price. Address "REPUBLICAN," care Printers' Ink.

**BRIGHT MAN. RARE CHANCE.** Established Printing House, publishing two monthlies, wants business manager. Must have \$10,000.00. Salary, \$1,800.00 per year to start. Only hustler need apply. Box 55, Printers' Ink.

**WANTED**—Some young man with small capital to buy a half or whole interest in a semi-monthly magazine. A good field. Several hundred dollars required. Address with and for particulars, "E. C. J.," care of Printers' Ink.

**WANTED**—Position as Advertising Solicitor for an agricultural paper having a large circulation. Am acquainted with all the agencies from Boston to St. Louis; also with a great many large advertisers. Have been on the road for the past 18 months and have shown grand results. Very best of references furnished. Address "SOLICITOR," care of Printers' Ink.

**EVERY ISSUE** of PRINTERS' INK is carefully read by many thousand newspaper men and printers, as well as by advertisers. If you want to buy a paper or to get a situation as editor, the thing to do is to announce your desire in a want advertisement. Any story that can be told in twenty-five words can be inserted for three dollars. As a rule one insertion can be relied upon to do the business.

## FOR SALE.

Advertisements under this head 75 cents a line.

**STAMPS FOR COLLECTIONS**—Send for lists. E. T. PARKER, Bethlehem, Pa.

**FOR SALE**—Advertising. "No Proof, No Pay." 300,000 monthly. Vick's Magazine, N. Y.

**4 Lines \$1. 1 in \$3.50 1 col. \$46.55. 1 page \$146.55. 50,000 proven.** Woman's Work, Athens, Ga.

**HANDSOME ILLUSTRATIONS** for papers. Catalogue, 25c. A. M. ILLUS. CO., Newark, N.J.

**GAS ENGINE, 4-horse power.** Charter. Good condition. Cheap. CHASE & EDDY, Omaha.

**55,000** Enterprising teachers. Write Prof. Hull, Shelton, Neb., for sample page.

**\$500** Good dollars will buy the CITIZEN job, newspaper and advertising outfit. J. DEMOTTE & SON.

**ONLY SUNDAY PAPER** in city thirty-five thousand inhabitants, also weekly. Sell both cheap for cash. Good business and reasons for selling. Address "HALEY," care Printers' Ink.

**100,000** Agents' addresses, printed and gummed. We sell of any State at \$2.00 1,000, and pay forfeit 4 cts on each returned "dead." Try 1,000. AGENT'S HERALD, Phila., Pa.

**NEWSPAPER SALE**—I will sell at auction, on the premises, April 27, 1892, at 10 A. M., "The Oneida Dispatch," with appurtenances, &c. For particulars address the receiver, at Oneida, N. Y. GEO. W. KNOX, as Receiver of D. A. Jackson & Co. March 30, '92.

**IMPORTANT!** Printers and Advertisers. 5,000 stock cuts, initials, comic and other illustrations. 15c. each. Newspaper portraits, any subject, \$1.00. Illustrate your town. Boom your business. Catalogue &c. Write for information. CHICAGO PHOTO ENG. CO., Chicago.

**IF YOU WANT TO SELL** your Newspaper or Job Office, a Press, or a Font of Type, tell the story in twenty-five words and send it with three dollars, to the office of PRINTERS' INK. If you will sell cheap enough, a single insertion of the announcement will generally secure a customer.

## SPECIAL NOTICES.

Advertisements under this head, two lines or more, without display, 75c. a line.

V

VIO

GRIT

VICK'S

VAN BIBBER'S.

VICK'S Magazine.

200,000 Vick's.

VICK'S, \$1.25 per line.

SPOKANE SPOKESMAN.

VICK'S 200,000 is Guaranteed.

VICK'S, 3 mos. or 300 lines, \$1.18.

VICK'S, 6 months or 600 lines, \$1.12.

VICK'S, 9 months or 900 lines, \$1.05.

VICK'S, one year or 1000 lines, \$1.00.

LEVY'S INKS are the best. New York.

WHO IS MISTCHAYACK! He writes advs.

POPULAR EDUCATOR, Boston, for Teachers.

VICK'S 200,000. Endorsed by Rowell because it's so.

VICK'S 200,000. Endorsed by Morse because it's a fact.

VICK'S 200,000. Endorsed by Thompson because it's proved.

JOHN T. MULLINS' MAILING AGENCY, Faulkland, Del. \$2 per 1,000.

BUFFALO TIMES proves over \$3,000 circulation. It will pay you.

VICK'S Mag. H. P. Hubbard, Manager. 38 Times Building, New York.

VICK'S Magazine, 200,000, takes no doubtful advs. Hence, good company.

AGENTS GUIDE, New York. The leading agents' paper. Send for copy.

THE ADVERTISER'S GUIDE—Mailed free by STANLEY DAY, New Market, N. J.

SHORTHAND TAUGHT BY MAIL and personally by W. G. CHAFFEE, Owego, N. Y.

VICK'S, 200,000. Endorsed by Rowell, Morse, Thompson and all agents. Can't help it.

"PUT IT IN THE POST." South Bend, Ind. Only morning paper in Northwest Ind.

VICK'S, 50 cts. per year, hence popularity. Advertisers guaranteed 200,000 or no pay!

BOSTON HOTEL GUIDE is printed on heavy super-calendered paper. Cuts look well.

MEDICAL BRIEF (St. Louis). Largest circulation of any medical journal in the world.

DEWEY'S Canada List (60 papers); adv. rates 20c. line. D. R. DEWEY, Hamilton, Can.

A NATIONAL CIRCULATION. THE CHRISTIAN PATRIOT, Morristown, Tenn., has it.

SHORTHAND for the MILLION. Sample lessons free. D. KIMBALL, 113 Adams, Chicago.

NEW HAVEN NEWS HAS LARGEST DELIVERED Circulation in the State of Connecticut

OHIO STATE JOURNAL. Daily 12,370, Weekly 22,450, Sunday 16,250. Covers Central Ohio.

SUPERIOR Mechanical Engraving. Photo Electrotype Eng. Co., 7 New Chambers St., N. Y.

THE COUNTRY YOUTH, Milwaukee, Wis. 5,000 readers. Reaches farmer boys. 5 cents a line.

IT IS BIGGER—THE TERRE HAUTE EXPRESS—than any paper in Indiana outside Indianapolis.

IF YOU WISH to advertise anywhere at any time write to GEO. P. ROWELL & CO., No. 10 Spruce St., New York.

\$1.50 FOR 5 LINES 25 days. Display ads. 15c. per inch per day. ENTERPRISE, Brockton, Mass. Circ'n 6,500.

KANSAS is thoroughly covered by THE KANSAS WEEKLY CAPITAL, Topeka, Kan., the leading farm and family newspaper of the State.

OUR RATES are so low (10c.) we can't buy a page ad. We prove 20,000 circ'n. Sample free. ILLUSTRATED WEEKLY, Topeka, Kansas.

THE PEOPLE'S ILLUSTRATED JOURNAL (monthly), New Orleans, La. A Southern family magazine, it reaches Sou'n homes. Adv'tise!

DIRECTORY PUBLISHERS, please send circulars and price list of your directories to U. S. ADDRESS CO., L. Box 1407, Bradford, McKean Co., Pa.

PAPER DEALERS—M. Plummer & Co., 161 William St., N. Y., sell every kind of paper used by printers and publishers, at lowest prices. Full line quality of Printers' Ink.

\$10.00 Pays for printing and distributing 500,000 advertisements in Penna. and N. J. Circulation guaranteed. For particulars, F. STOKES & CO., 121 N. 4th St., Phila.

"FRATERNITY MEANS SOMETHING." I control most of the leading Fraternity Journals in the U. S. Send for list and rates. Geo. S. Krantz (Special Agent), 108 W. 14th St., N.Y. City.

THE GALAXY OF MUSIC, Boston, Mass., having received no reply to its offer on page 437 of Printers' Ink, now repeats it, extending the time to April 30th. Send to above address for rate cards.

UPON application we will send any newspaper or periodical copies of our publications for review and notice. Address F. H. LEAVENWORTH PUBLISHING CO., publishers of THE INDICATOR, Detroit, Mich.

DER DEUTSCHER FARMER. Leading German agricultural paper in the U. S. Guaranteed circulation over 20,000. Advertising rates low. Address THE GERMAN AGRICULTURAL PUBLISHING CO., 119 Dearborn St., Chicago, Ill.

THE GREAT MEDIUM for the South and West. BELFORD'S MAGAZINE, monthly, New York, is among the 161 newspapers to which the new edition of the American Newspaper Directory for 1891 accords a regular circulation of more than 50,000 copies each issue.

TOBACCO HABIT CURED BY NO-TO-BAC. Newspaper publishers. Three boxes guaranteed to cure any case, \$2.50. Pay in advertising. Get our book, "Don't Tobacco Spit Your Life Away." Mailed free. THE STERLING REMEDY CO., Box 117, Indiana Mineral Springs, Ind.

CLASS PAPERS. Trade Papers. Complete lists of all devoted to any of the various trades, professions, societies, etc., may be found in Geo. P. Rowell & Co.'s "Book for Advertisers," which is sent by mail to any address on receipt of one dollar. Apply to GEO. P. ROWELL & CO., Publishers, 10 Spruce St., New York.

YOU OUGHT TO KNOW, YOU KNOW. If you don't know that the Galveston NEWS and the Dallas NEWS (publication offices 315 miles apart) are the mediums for covering the whole of Texas and adjoining territory. If you want to know all about it write A. H. BELO & CO., Publishers, Dallas or Galveston, Tex.

DENVER, Colorado—Geo. P. Rowell & Co. of New York in their new BOOK FOR ADVERTISERS name the best, most widely circulated, most influential papers at each important center of population or trade throughout the whole country. For Denver the paper accorded this distinction is the DENVER REPUBLICAN.

ADVERTISING BY STATES: An eight-page leaflet: conveys concise information about the area and population; indicates the newspapers most valuable for an advertiser's use in each separate State and Territory; together with a map of the United States; sent postpaid for five two-cent stamps. Address ROWELL'S ADVERTISING BUREAU, New York.

AMERICAN NEWSPAPERS printed in foreign languages. Complete lists of German, Scandinavian, French, Spanish, or Portuguese newspapers in the United States, or all those printed in any language other than English, may be found in Geo. P. Rowell & Co.'s "Book for Advertisers," which is sent by mail to any address for one dollar. Apply to GEO. P. ROWELL & CO., Publishers, 10 Spruce St., New York.

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & CO., PUBLISHERS.

Office: No. 10 Spruce St., New York.

Issued every Wednesday. Subscription Price: One Dollar a year in advance; single copies, Five Cents. No back numbers. Wholesale price, Three Dollars a hundred.

ADVERTISEMENTS, 75 cents a line; \$150 a page; one-half page, \$75; one-fourth page, \$37.50. Twenty-five per cent additional for special positions—when granted. First and last page fifty per cent additional. Special Notices, Wants or For Sale, two lines or more, 75 cents a line. Advertisements must be handed in one week before the day of publication.

JOHN IRVING ROMER, EDITOR.

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NEW YORK, APRIL 13, 1892.

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FOR three months PRINTERS' INK has been debarred from the privileges of second-class rates in the United States mails, at the caprice of a Post-Office official, who originally took action upon a supposed condition of affairs that did not exist, never had existed, and would infringe neither the letter nor the spirit of any law if it did exist.

In these three months the Post-Office Department has extorted six thousand dollars in extra postage from the publishers of PRINTERS' INK, and continues to extort extra postage to the amount of five hundred dollars a week, without justification in law, or any attempt at justification.

The publishers of PRINTERS' INK have sustained an honorable record as business men for twenty-seven years; and, with that record to back them, they now assert that they have not violated any postal law or regulation, and have not been able to obtain from the Department any statement of or reference to any law or regulation that they are supposed to have violated.

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THE Post-Office performs valuable services for all the people, and all may properly contribute toward the cost of sustaining it. The individual who never receives or forwards anything by mail, still has the benefit of the privilege; its influence upon his environment is beneficial. The aim, therefore, should be to give the Post-Office machinery great efficiency at reasonable cost. It should not be expected to produce a revenue, or to be entirely

self-supporting. Changes in postal laws and regulations should be in the direction of simplification. It is desirable and possible that they shall be expressed in terms easily comprehended by persons of ordinary intelligence. Newspapers, periodicals and books disseminate and preserve information, stimulate trade and advance civilization. It is wise to provide facilities for their distribution at as low a rate as can be afforded. Attempts to classify and discriminate have been productive of injury to useful enterprises, and taken on a resemblance to censorship. For these reasons, a uniform rate of postage on printed matter would be wise. Never mind what the matter is, by whom printed, or for what purpose.

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NINETY-NINE advertisements out of a hundred, before they can be given to the public, must pass through the hands of some printer. Their effectiveness will depend to a large extent upon their typography. An advertisement may be intelligently written but so unintelligently displayed that it becomes one in the dreary waste of unattractive and unproductive business announcements. The most progressive advertisers, we have reason to believe, are studying the subject diligently, and PRINTERS' INK will, in the future, devote more attention to effective typographical display even than in the past.

In this field the advertiser has more than usual to contend against, for the average job printer and compositor, not trained in modern advertising display, have an altogether different standard of excellence from the advertiser. As an illustration, a journal called the *American Paper Trade* recently offered prizes to compositors for the best display advertisements set from copy furnished. The judge, a practical printer of high standing and undoubted impartiality, has awarded the prizes to specimens of what may be called, for want of better designation, "fancy printing." They abound in curved rules, "ornaments" and typographical tricks which may be difficult enough to execute but which are utterly valueless from the standpoint of the practical advertiser. What the latter wants is something that will sell his goods—the stronger and plainer and more readable the display the better. That the judge of the contest—who, no doubt, represents the views of a great many printers—wholly fails to appreciate these needs, appears from

the following comments upon one of the prize winners :

The inner portion of this specimen possesses considerable claim to originality in the way of display. A triplicate panel, combined with a neatly boxed-in initial letter, at the top where the text begins, is not only novel in construction but also artistic in conception. Running from this initial letter, to the right, is a double-rule panel, containing the name of the company. This panel sweeps across a goodly portion of the top of the design, and is then curved so as to run down the right-hand side, where it is united to a moderate-sized square tablet.

The printer who furnished a design like that to an advertiser of experience could count definitely upon bringing down the just wrath of his customer. Curving the name of the advertiser in semi-circular form, so that the reader is obliged to turn the paper around in order to have the letters properly before him, may strike the printer as eminently appropriate and "artistic," but from the advertiser's point of view it is a failure.

AN article in the April *Century*, entitled "Fishing for Pearls in Australia," bears evidence of pretty close editing and pruning. It is a pity, however, that the following paragraph, descriptive of the writer's first visit to the bottom of the sea, should have escaped the blue pencil :

Truly it was an enchanting scene, so bright, so beautiful, and so novel withal, that I walked about with curious delight, forgetful of all the means which enabled me to intrude upon the fishes' dominion until I was brought to my senses by a sharp jerk on the life-line. This being an interrogation from Ketchee as to whether I was all right, I answered it in a similar way, and, as I did so, a familiar object caught my eye in the shape of an empty beer-bottle. It stood upright on a little ledge of rock, and I could read its flaming yellow label of world-wide reputation. "Ye Gods!" I cried, "what vulgarity! An advertisement even here! Is there no place on the earth or under the waters where one can escape the odious advertiser?"

The theory that connects advertising with anything "odious" is about on a par with the old, and now universally rejected, idea that makes honest labor a disgrace.

#### COST OF ADVERTISING IN CANADA.

OFFICE OF THE MONTREAL STAR, }  
April 1, 1892. }

Editor of PRINTERS' INK :

In the issue of the 16th of March your correspondent, "Inquirer," assumes that the important papers of the Province of Quebec must be printed in the French language. Is your correspondent not astray in his calculation? Is it not true that there are papers published in Montreal in the English language with a large general circulation, that the leading papers there are printed in the English language and having a very large English constituency not

only in the Province of Quebec but in Ontario, Nova Scotia and New Brunswick as well? The Montreal *Star* has admittedly the largest circulation in Canada. It is printed entirely in the English language, has, we believe, a circulation in Ontario, New Brunswick and Nova Scotia larger than any paper published in those Provinces. We would respectfully suggest that your correspondent, "Inquirer," lacks some knowledge of Canadian papers essential to a proper estimate of their relative values.

GRAHAM & Co., Publishers.

Out of the ten dailies published in the city of Montreal, six are printed in the French language. The one credited by the American Newspaper Directory with having the largest circulation in Montreal, and, in fact, all Canada—the Montreal *Star*—is printed in English. This is true also of its weekly edition. It is probable that what our correspondent had in mind was that it would not be practicable to cover Quebec as thoroughly as some other districts since a great many of its papers are printed in the French language.

CARLETON & KISSAM lately made a \$90,000 contract with the Sapolio people for advertising in horse-cars.

#### THE ADVERTISER'S PREDICAMENT.

JOSEPH DIXON CRUCIBLE COMPANY, }  
Estab. 1827. (Oldest House in the Trade.) }  
JERSEY CITY, N. J., April 1, 1892. }

Editor of PRINTERS' INK :

Having been quite careful and steady readers of PRINTERS' INK, we should, presumably, be able to answer the question involved in the following without troubling the authorities behind PRINTERS' INK.

As it probably would not be right to mention names we will simply say that there are two trade papers, A and B. A was established in 1874, and, according to Rowell's Directory, has a circulation exceeding 4,000 each issue. According to the same authority B has a circulation exceeding 7,300 each issue. Now the publishers of these papers have been asking us for advertisements for two or three years back, but as they represented a class that we did not think would be specially interested in our goods we did not encourage either of them. However, we thought better of the matter and after a talk with the publisher of B we made a contract with him. After our advertisement had appeared the business manager of A came to see us and seemed to be deeply grieved that we should have forgotten him. We assured him that he had not been overlooked, but, that after considering advertising rates and obtaining as much information as possible from parties interested and disinterested we had concluded to place our advertisement in B. Now we come to where we were crushed. The representative of A asked us where we got our information about circulation. We meekly said that we had referred to Rowell's American Newspaper Directory, and although we had given the name in full we thought it well to back it up by saying that the other directories agreed with Rowell's. The representative drew himself up and informed us that they never gave their circulation to Rowell, or any of the directory men, as too many publishers gave false

statements, and they didn't care to have their exact statement of circulation unjustly compared with inflated statements. Well, that position seemed reasonable, providing, of course, there are so many lying publishers, but as we were to pay out our hard-earned dollars for his space we thought that we, at least, should be taken a little into his confidence and told whether he had 1,000 or 10,000 circulation. We particularly wanted to have some basis to figure on when we had asked and been told the price of a 4-page inset, and so we asked what was the minimum circulation we could depend on—was it 1,000, 2,000, 3,000 or 4,000? He told us that his paper was established 18 years ago and they did not consider it necessary to name circulation in order to get business, and would not do it under any consideration.

A wet blanket seemed to come between us about that time. We politely said we couldn't do anything with him for the present, and he with equal politeness withdrew.

All this has been written you to ask if the advertiser is not entitled to ask and be told what circulation a publication has, even if the wicked newspaper directory man is barred out?

JOS. DIXON CRUCIBLE CO.

Bearing on the above a story is told by an old special agent of the method of placing advertising formerly in vogue with Radway, the "Ready Relief" man. The country publisher who came in to solicit his advertisement would be asked in the course of conversation the amount of his circulation. Being anxious to secure the advertisement he would not be apt to underestimate it. Dr. Radway, according to the story, would then name a certain price and offer him a printed contract to sign. One of the clauses was that the circulation each issue must reach the specified figure, or else the contract would not hold good and payment would only be made pro-rata. The publisher would not place much importance upon the clause, but when he presented his bill he would, perhaps, be met with a statement something like this: "We find that the American Newspaper Directory, which we believe to be a pretty good authority, credits your paper with only 1,000 circulation instead of 2,000, the amount stated by you in the contract. We will be happy to pay this bill if you can produce competent proof that your figures, and not the directory's, are correct. If you cannot do this, we must decline to pay any more than the pro-rata rate."

If we may accept this story as true, it would appear that the advertiser was certain of one of two things: he would get his advertising pretty cheap or else he would be certain that he was getting just what he paid for.

In reply to the question raised by our correspondent we would say that the advertiser certainly has a right to ex-

pect a statement of circulation from the publisher. The proverbial "buying a pig in a poke" is a proper comparison for buying space in a newspaper where no more information is vouchsafed than that the journal "has been established 18 years." There is no law to compel a publisher to declare his circulation, but the advertiser exercises an unquestioned privilege in remaining out of such a publication. In some cases, however, the general standing of the paper may be so good that the advertiser will wish to use it irrespective of absence of information about circulation, but he must be his own judge of what is a fair price to pay. Long experience in placing advertising and a broad knowledge of newspapers will be essential here.

## THE REVIEWER.

Mr. James W. Scott, who is supposed by some people to be the greatest genius among newspaper publishers now in harness, and who is said to have refused Joseph Pulitzer's offer of \$100,000 a year to run the *New York World*, is now abroad. He writes to a popular special agent in New York as follows:

OFF GIBRALTAR, S. S. Fulda.  
I never had such a rest. Not ill a minute. I don't care whether newspapers are running or not. Haven't thought of them and don't intend to until I get around to Paris and London in May. We shall do Italy in the meantime.

Mr. J. Ambrose Butler, of the *Buffalo News*, will join Mr. Scott in London in June.

Not a few advertisers have been amused and interested in the breezy advertising that is being done by that young Denver monthly the *Great Divide*. My readers may like to know that the man responsible for this is Mr. H. H. Tammen, a very wide-awake representative of the Fulkerson type that has been drawn so accurately by Mr. Howells. One of his latest ideas was to send a box of cigars to some of his advertising patrons. This was followed a few days later by a note, the profanity of which will be overlooked on account of its ingenuity from an advertising standpoint:

A few days ago we sent you a box of cigars, to-day we received a letter from one of our friends, saying: "The box of cigars received, they are damn bad, and so strong that the one I smoked nearly killed me." Therefore, take warning. We, however, gave orders for a mild and first class cigar, and the only

"strong" point we expected to make was an advertisement for the *Great Divide*. Will you, dear sirs, accept our apology?

If any of my advertising friends has failed to receive the box of cigars he will doubtless conclude that the little souvenir was lost in the mails and this paragraph will suggest applying for a duplicate. Mr. Tammen will thus have an opportunity to bless "The Reviewer" and observe "the power of printers' ink."

The baking powder war is up again. I don't know that it makes much difference which baking powder Marion Harland endorses, but certain manufacturers seem inclined to rest their case entirely on her recommendation. The Royal Baking Powder people have been printing her endorsement so industriously that "The Reviewer" has come to regard Royal Baking Powder and Marion Harland each as incomplete without the other. Now, in the New York papers of April 1, the makers of Cleveland's Baking Powder come out with the following double-column announcement:

**A "PERSONAL" FROM MARION HARLAND.**

February 13th, 1892.

"In spite of my protest the Royal Baking Powder Co. continues to use a recommendation of Royal Baking Powder given by me several years ago."

"Since then my views and practice with regard to the powder manufactured by this company have undergone a radical change. I give decided preference to a pure cream-of-tartar-and-soda mixture. For this reason Cleveland's Baking Powder is in steady use in my kitchen."

MARION HARLAND.

In next day's papers the Royal Baking Powder Company had an advertisement twice as large, which fairly seemed to hurl defiance at their competitors in general, and Marion Harland in particular:

**MARION HARLAND'S ENDORSEMENT OF ROYAL BAKING POWDER.**

[Extract from Marion Harland's Letter to the Royal Baking Powder Co.]

I regard the Royal Baking Powder as the best manufactured and in the market.

It is an act of simple justice and also a pleasure to recommend it unqualifiedly to American Housewives.

MARION HARLAND.

The merry war will proceed just as soon as some other baking powder company can induce the enterprising

Marion to affix her signature to a testimonial dated later than February 13, 1892. In law it is a favorite custom with counsel to get experts to contradict each other, but in advertising it appears to be possible to get a single expert to swear to both sides of the case.

Mr. H. L. Kramer, Secretary of the Sterling Remedy Co., evinces a kind solicitude in "The Reviewer." He writes to say: "If you chew, and want to stop, and can't, let me know." He also encloses an art booklet with the pleasing title: "Don't Tobacco Spit Your Life Away?" No danger, Mr. Kramer, but your advertisements are so good that I am almost persuaded to cultivate the habit so as to give your attractive remedy a chance to get in its fine work. In connection with some proof-slips of advertisements gotten up for the newspapers, I note this announcement:

**We believe in NO-TO-BAC and Printer's Ink**

And we have money to spread it around to call the good people's attention to what NO-TO-BAC is guaranteed to do.

From which it would appear that the remedy is to be considerably advertised.

Also in connection with the above I note the following, the plan outlined in which may suggest something to some of my readers:

**We write letters**

TO  
TOBACCO USERS'  
WIVES

Office of the  
Sterling Remedy Co.  
Paid up Capital \$150,000.00  
Makers of No-to-bac.

DEAR MADAM:

The use of tobacco is bad, VERY BAD; it is a disease. If any of the members of your good family use it, WANT TO QUIT and can't, it is in your power to help them. How? Read the enclosed little book to post yourself, and then put it under the tobacco user's PLATE AT DINNER TIME. If he reads it, no excuse can be offered for not quitting the use of tobacco. NO-TO-BAC will cure him. See that it is fairly tested. Very truly yours,

THE STERLING REMEDY CO.

These letters are type-written, dated, sealed in envelopes with a "Don't Tobacco-Spit Your Life Away" book. We will furnish to our AGENTS sufficient to put one in every house in his town if HE WILL GUARANTEE the careful distribution. Druggist's card can be printed on the book. This is a GREAT advertisement and starts the whole town talking, and that's advertising.



## Miscellanies.

The kind of "reading" which "maketh a full man" is probably the wine when it is read.—*Puck*.

In a Kansas City newspaper's report of the meeting of a Methodist conference, the "mint, anise and cummin" of Scripture appeared as "mist, arnica and cinnamon."—*Argonaut*.

Upstart—I have made up my mind to become a journalist. What kind of paper would you advise me to go to work with?

Gruffly—Well, I think you are best fitted to work with a piece of sand-paper.—*Boston Courier*.

Editor Kansas Daily—Half a dozen Western cities have been fighting for the Presidential convention. Why wasn't our city represented? Let's put in our claim.

Great Statesman (sadly)—No use; Kansas is a prohibition State.—*Life*.

Miss Slimdiet.—Here's an advertisement of a "literary man" who wants board. Does he say he's a literary man to show he's a person of refinement and culture?

Mrs. Slimdiet—No; it's to show that he can't pay much.—*New York Weekly*.

Her Sex Prevented.—Reader: So the author of this book has refused to father it? Publisher—Yes.

Reader—That is strange. It is a work to be proud of.

Publisher—I see nothing strange about it. The author is a woman.—*Town Topics*.

A Freak.—Circus Agent: Are there any freaks of nature in this vicinity that you know of?

Native—Wal, there's the chap that started a third newspaper in Excuseless City, a town of 800 inhabitants, and—

Agent—Huh! We don't want any living skeletons.—*Brooklyn Life*.

A Rash Editor.—"But do you accept the thirty-nine articles?" asked the visitor of the editor of the religious weekly.

"I do, without exception," returned the editor.

"Gosh!" said the office boy. "That beats the record. Thirty-nine articles accepted all to once."—*Ex*.

"That's the new building of the *Mail and Express*," remarked the Gothamite to the sojourner, as they passed down Broadway, at Fulton street.

"Curious ground plan for such a highly moral newspaper, eh?" commented the latter.

"I don't grasp the idea."

"It looks like 'L,'" explained the sojourner.

—*The Club*.

**We Write Ads.** Weston & Smith, Wash., D. C.

**NOVELTIES** for Publishers and Novelty Dealers. F. O. Box 3646, Boston. Send for Catalogue.

**AGENTS' NAMES**, New Ones, 1000 for 25c. Western Mail Agency, St. Louis, Mo.

**GIBB BROS. & MORAN PRINTERS**  
45-51 Rose St., N. Y.

**PIANOS**, ORGANS, in exchange for space. Dan'l F. Beatty, Wash'gton, N. J.

**PATENTS** W. T. FITZGERALD, Washington, D. C. 44-page Book FREE.

**NEWSPAPERS** get premiums from Empire Co., 38 Rensselaer St., N. Y.

**BOSTON.** I manage adv. for Pray & Co., Dyer, Rice & Co., etc. Other such clients wanted. A. E. SPROUL, 688 Wash'ton St.

**WOOD ENGRAVING PETRI & PELS**  
NEW YORK.

**KUTS** For Advertisers; lively, cheap. Bring trade every time. Send for proofs free. CHAS. W. HARPER, Columbus, O.

**THE EVENING JOURNAL**, JERSEY CITY, N. J. Circulation, 15,500. Advertisers say it pays.

**PUBLIC OPINION** Always pays Advertisers. Washington. New York.

**San Francisco Bulletin** largest evening circulation in California. High character, pure tone, family newspaper.

**\$1.35** WE will engrave a copper plate and print 100 visiting cards for \$1.35. Postage prepaid. Satisfaction guaranteed. BELLMAN BROS., Toledo, O. Samples, 4c.

**London Graphic in America.** 53 Tribune B'ldg. N. Y. A great convenience to advertisers. Files kept. Hand-book on request.

**\$1.00** Portraits—Made to order from Photos. Cheapest newspaper cuts made. Send for proofs. CENTRAL PRESS ASSOCIATION, Columbus, O.

**12 PENS for 6 Cents** **SPENCERIAN** 810 Broadway, New York.

**WASH. ORE.** Between the first of July and Jan. next I propose to give three or four lectures in every town in Wash. and Ore. What can I do for you, gentlemen! W. N. HULL, Chalk Talker, ELLENSBURG, Wash.

**KEYSTONE LIST.**

150 Weekly Papers—14 lines one time. \$10.50. Send for List. B. L. CRANS, 10 Spruce St., N. Y.

**Do You Want Agents?**

I have sent so far to 35,000 Post-offices for the names of agents for my own use. Send for particulars. J. SMEAD, Vinceland, N. J.

**I Write and Draw**

for Pearlline and Dr. Pierce's medicines. F. CROSBY, Specialist in the Preparation of Advertising Matter, 822 Broadway, N. Y.

**San Francisco Call.**

Established 1853. Daily, 56,750—Sunday, 61,861. The Leading Newspaper of the Pacific Coast in Circulation, Character and Influence.

Men Who Advertise, and need a new idea, now and then, will find a valuable assistant in the novel "Book of Ideas for Advertisers," just published by D. T. Mallett, New Haven, Conn., and sent on receipt of \$1.00, Postpaid. 48 Page Descriptive Primer Free for 2-Cent Stamp, if applied for at once.

**\$12 No. 62 DESK.**

Packed and Delivered on cars. Oak and Walnut. Size, 52x30 inches. Polished Veneer Top. Two slides above drawers. Superior in material, workmanship and finish. Over 28,000 of these Desks in Use. Send for Desk Catalogue, WM. L. ELDER, Indianapolis, Ind.





## To Those Who Don't Know:

I write ads; don't draw them. Haven't a picture gallery, and don't send samples around for people to choose from. What you get from me is strictly original, and for yourself alone. You pay only for what you get. **E. A. WHEATLEY**, Chicago, Ill.

## See It Grow.

April 1st, the subscription list of **SUCCESS WITH FLOWERS** was 33,117; entirely devoted to Floriculture; **SUCCESS WITH FLOWERS** is destined for a great national circulation. The first edition for April was 50,000 copies.

Published by  
**THE DINGEE & CONARD CO.**  
WEST GROVE, PA.

## WHAT is a "full-time" street car?

One that runs all day and travels not less than 70 miles.

See that YOU buy advertising ONLY in "full-time" cars.

### CARLETON & KISSAM

sell that kind EXCLUSIVELY and control over 5,000.

New York, Boston, Chicago, Minneapolis, &c., &c.



**A FAIR IDEA** of our value can be gained from the fact that our advertisers invariably renew their contracts. It must pay them before it can pay us. That's our line of action. We maintain that the **American School Board Journal**, N. Y. City, is one of the most profitable mediums.

Needing more space to accommodate Advertisers, handsome new Nonpareil Type has been put in use in



The Agricultural Monthly of Largest Circulation West of the Alleghenies.

YOUR LIST IS LACKING WITHOUT IT.

## We Conduct **NEWSPAPER** ADVERTISING Agency.

WE GIVE TO ALL CUSTOMERS

Judicious Selections, Experienced Assistance, Prompt Transactions, Low Prices. **ADVERTISE IN THE STACK & CO. JOURNAL** Conspicuous Positions, Unbiased Opinions, And Confidential Service.

CONTINUOUS ADVERTISING BRINGS SUCCESS! ADVERTISEMENTS DESIGNED, PROOFS SHOWN AND ESTIMATES OF COST IN ANY NEWSPAPER FURNISHED FREE OF CHARGE.

**J. L. STACK & CO., ST. PAUL, MINN.**

**Dodd's Advertising Agency, Boston,**  
265 Washington Street,

**Send for Estimate.**

RELIABLE DEALING CAREFUL SERVICE.  
LOW ESTIMATES

or  
World  
Buildg.  
N. Y.  
City.



## Advertising Clocks.

LARGE SIZE.  
Handsome appearance.

Warranted.  
Good. Suitable for Clothiers, Newspapers, and any special brand goods. Write for Illustrated Price List or any information.

**Baird Clock Co.**  
Plattsburgh, N. Y.

## Street Car Advertising

In leading cities of the U. S.

Pearl Top Lamp Chimneys, Ferris' Hams, Shrewsbury Ketchup, Pittsburg Lamp, Gold Medal Flour, Y. & S. Licorice, Hostetter's Bitters, Kleiner's Dress Shields, Mastiff Tobacco, Blooker's Cocoa, Atmore's Plum Pudding, Gold Coin Chewing Tobacco, Kodak Cameras, Fair and Square Ribbon, Deletraz Perfumes, Heckler's Flour, Household Ammonia, Hodgman's Macintoshes, Solace Chewing Tobacco, Star Soap, Mott's Cider, P. & P. Kid Gloves—all these successful specialties, and many others, placed their Elevated Railway and Street Car Advertising through

### M. WINEBURGH,

Advertising Broker,

Times Building, - - New York.



### RIPANS TABLETS

regulate the stomach, liver and bowels, purify the blood, are safe and effectual. The best general family medicine known for Biliousness, Constipation, Dyspepsia, Foul Breath, Headache, Heartburn, Loss of Appetite, Mental Depression, Painful Digestion, Pimples, Sallow Complexion, Thirst, Feeling, and every symptom or disease resulting from impure blood, or a failure by the stomach, liver or intestines to perform their proper functions. Persons given to over-eating are benefited by taking a TABLET after each meal. Price, by mail, 1 gross, \$2; 1 bottle, 15c. Address THE RIPANS CHEMICAL CO., 10 Spruce St., N. Y. Agents Wanted; EIGHTY per cent profit.

Cut this advertisement out and show it to your nearest druggist. If he has not the TABLETS in stock write and tell us his name and address and exactly what he said, and we will send you a sample bottle free.



### PUBLISHERS DESIRING BICYCLES

For themselves, employees or for use as premiums can procure same from us on favorable terms, and pay part cash and the balance in advertising. We handle all makes, new and second-hand, and sell everywhere. Catalogue and terms free.

ROUSE, HAZARD & CO., 11 X Street, Peoria, Ill.



### How to Make RUBBER STAMPS.

Use Latest Improved Process and a New York Vulcanizer. Circulars free. BARTON MFG. CO., 338 Broadway, New York.

**HOME-MAKER** MAGAZINE; new management; the only organ of the "Woman's Federated Clubs," the strongest organization of influential women known. Send for copy the new HOME-MAKER and advertising rates. 44 E. 14th St., N. Y.

## The Evening Wisconsin.

The MILWAUKEE EVENING WISCONSIN proved an average daily circulation of 16,600 for Rowell's Newspaper Directory. No other Milwaukee daily paper proved any circulation—no other paper prints so many papers. CHAS. H. EDDY, Eastern Agent, 10 Spruce St., New York. CRAMER, AIKENS & CRAMER, Milwaukee, Wis.

## THE NEW YORK LEDGER

The Great National Illustrated Family Journal of America. A Weekly Magazine of the Highest Class. THE Medium for Reaching the Best Families in Every Town and County in the United States.

ROBERT BONNER'S SONS, Publishers, Spruce and William Sts., New York.

## The Christian Advocate.

Official weekly metropolitan newspaper of "The Methodist Episcopal Church." Circulation, over 50,000 guaranteed. We invite correspondence from advertisers who would like to reach our people, and whose advertisements would be appropriate for a religious family journal. Address

HUNT & EATON, Publishers, 150 Fifth Ave., Cor. 20th St., New York.

## TOO MUCH ALIKE;

the advertisements of competitors. Why not "characterize" yours? Get out of the rut.

You've been advertising in the same way, probably, for years.

Isn't it time you had something new; individualized; different from the others,—and from your own old ones?

Let us see what we can do for you. Send a stamp for "Our Idea of It."

Perhaps sketches would suit your case. We can furnish them.

ROBINSON-BAKER

Advertising Bureau,

107, Pulitzer Building, N. Y.

AD-SMITHS.

We place advertisements—anywhere.



*"A lost good name  
is ne'er retrieved."*

**M**ANY papers of general circulation are a source of great irritation to advertisers, because the periods in which they yield results are intermittent; and because they cannot depend upon paying results, advertisers look on them with timidity. With the peerless Vickery and Hill List the same circulation of a million copies mailed every month is maintained the year through, so that advertisers know that definite and paying results are obtained, without regard to the seasons. Every general advertiser should see that his advertisement is in this List throughout the year. This is a good time to make contracts. No trouble to correspond.

**VICKERY AND HILL,**  
AUGUSTA, MAINE.

The weeklies speak more permanently than the dailies; more frequently than the monthlies; they speak at the time the reader is ready to listen; they patiently wait for the opportunity to be heard and that opportunity always comes.

Shall these papers speak for you? They hold the confidence of their readers so firmly that there is no other way to get so valuable an introduction to over 260,000 homes of buying people in this field.

**Put  
Them  
On  
Your  
List**

What have you  
for them to talk  
about?



**Sunday School Times.**

**PHILADELPHIA.**

**Presbyterian.**

**Lutheran Observer.**

**National Baptist.**

**Christian Standard.**

**Presbyterian Journal.**

**Ref'd Church Messenger**

**Episcopal Recorder.**

**Christian Instructor.**

**Christian Recorder.**

**Lutheran.**

**BALTIMORE.**

**Baltimore Baptist.**

**Presbyterian Observer.**

**Over 260,000 Copies  
Religious Press  
Association  
Phila**

## RURAL NEW YORKER.

**W**HEN you want information about laying sidewalks do you go to a countryman for it? If a backwoodsman offered advice on the subject, would you be willing to pay for it? Now change the case. When a kid-gloved, tile-crowned, sidewalk editor talks about planting potatoes, do you think an intelligent farmer is likely to hunt up his advice and pay for it? Or would he go for advice to a man who had been in the plow handles himself? There are kid-glove farm papers, and farm papers edited by practical men who are familiar with every possible phase of farm work, and are, consequently, an authority on the subject. Which ought to pay advertisers?

**THE RURAL NEW YORKER** belongs to the latter class. You can see for yourself, send for a sample copy.

**THE RURAL PUBLISHING CO.,**  
Times Building, New York.

**PRINTING**

**INKS**

EXCHANGED FOR

**ADVERTISING**

**SPACE**

For Price List see page 252 of PRINTERS' INK  
for February 17.

Newspaper Publishers wishing to  
contract for a regular supply of  
NEWS INKS

or

FINE JOB INKS

and pay in advertising space,  
wholly or in part, are asked to  
address

W. D. Wilson Printing Ink Co., Ltd.,  
10 Spruce Street, New York.

PRICE LIST FREE ON APPLICATION.

**We Have More Cash**

advertising than any other weekly agricul-  
tural paper in the United States.

**We Have Room for More**

because we publish a larger paper—34 pages  
every week in the year.

**We Refuse More**

than any other three papers, because we  
will not carry questionable advertisers at  
any price.

**We Pay More Cash**

profits to advertisers, because we have  
more cash-in-advance yearly subscribers  
than any other weekly agricultural paper,  
and charge lower advertising rates.

**The National Stockman  
and Farmer,**

Pittsburgh, Pa., and Buffalo, N. Y.

**LONDON,**  
**ONTARIO,**  
**Canada.**

Our  
Circu-  
lations are  
the Largest!  
Our Field is the  
BEST IN CANADA!

**LONDON** is the capital of  
Western Ontario, that large penin-  
sula situated between Lakes Huron  
and Erie, which is without doubt  
the garden of Canada. Being one  
unbroken stretch of splendid agri-  
cultural soil, it has been rapidly  
and thickly populated; and  
throughout its whole extent flour-  
ishing villages and towns have  
sprung into existence. The twenty-  
four counties which we class as  
Western have, according to the  
last census returns, a population  
of over one million, all English-  
speaking—being about one-fourth  
of the population of the whole  
Dominion.

**JOHN CAMERON,**  
President  
and  
Manager.

Advertisements \_\_\_\_\_  
Addressed to \_\_\_\_\_  
Advertiser \_\_\_\_\_  
Adherents \_\_\_\_\_  
Afford \_\_\_\_\_  
Abundant \_\_\_\_\_  
Advantages to \_\_\_\_\_  
Advertisers. \_\_\_\_\_

MORNING.

EVENING.

WEEKLY.

**ADVERTISER**

# WHY ?

## Why

has FARM-POULTRY gotten on top in so short a time ?

## Why

don't its older competitors crowd it off its higher perch ?

## Why

does the March, 1892, issue carry over 77 columns of paid advertising, and March, 1890, only 11 columns ?

Strangers to FARM-POULTRY still continue to ask

## Why ?

**We** answer : Because *we know* that it pays its advertisers, and they come again and bring their friends with confidence.

**Why** then, dear stranger, don't you try your ad. in **FARM-POULTRY ?**

**30,000 Copies Every Issue.**

*At least, write us for sample copy and rates.*

**I. S. JOHNSON & CO.,**  
22 Custom House St.,  
BOSTON, MASS.

# HONEST CIRCULATION Wins

Allen's Lists Always

"Way Up to the Top."

**OVER A MILLION A MONTH !**



Not one month, but

**EVERY MONTH IN THE YEAR.**

**RESULTS TO THE ADVERTISER OUR ONLY CLAIM TO PATRONAGE.**

*They know because they have tried it.*

NATIONAL REMEDY COMPANY,  
MANUFACTURING CHEMISTS,  
130, 132 and 134 Charlton St.,  
NEW YORK, March 29, 1892.

Mr. A. N. J. Lovejoy, Advertising Manager  
for Allen's Lists, Augusta, Me.

DEAR SIR—Referring to Allen's Special and Giant Lists, in which we have advertised quite extensively in the past, we beg to say that we have found them more satisfactory in every respect than any other mediums we have ever used.

We consider them "way up to the top." Now there is a reason why they are superior, and we believe that the systematic way in which these periodicals are conducted has much to do with their success as advertising media. Through the courtesy of the late Mr. Allen, the writer had opportunities some time since of giving your methods such an investigation as is seldom accorded an advertiser, and he was surprised at the magnitude of the detail you accomplished in order to perfect and extend your circulation, with corresponding increased results to your patrons. We can only congratulate the proprietors of Allen's Lists upon the leading position they have so honestly attained.

Most respectfully,  
(Signed) NATIONAL REMEDY CO.,  
G. H. Risley, Mgr.

Everything that an advertiser can wish at any time, in regard to honest circulation, gladly and freely given. Such methods bring business—both to the advertiser and ourselves. You understand that, if you are a shrewd advertiser. Allen's Lists are substantial, solid—no falling off in circulation. A good round million every month in the year will bring you profitable returns.

**Try it for business.**

**E. C. ALLEN & CO.,**  
Proprietors of Allen's Lists,  
AUGUSTA, MAINE.

# THE MAYFLOWER'S

SEPTEMBER, 1892, ISSUE will be

**OVER 600,000 COPIES PROVED !**

Will probably be 1,000,000 copies.

**RATE FOR THIS ISSUE, \$3.00 PER AGATE LINE.**

Secure your space now if you  
wish to use this number.

**E. C. VICK, Advertising Manager, Floral Park, N. Y.**

**THE MAN** who seeks to make his advertising pay without the magnetic aid of  
"COMFORT," with its **MILLION A MONTH.**

Space at the agencies or **THE GANNETT & MORSE CONCERN, Augusta, Me.**  
**W. T. PERKINS, New York Manager, 23 Park Row.**

**"IF YOU PUT IT IN COMFORT IT PAYS!"**



**"AN ELEPHANT  
ON HIS HANDS."**

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**Chapter Two.**

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**THE CHICAGO**  
**Daily Globe.**

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(See last week.)

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**EARLY HISTORY.**

The gentlemen who originally acted as sponsors for the **GLOBE** in its infancy, tenderly nursed the growing prodigy, and at times were pushed for money to supply the sustenance that a healthy offspring demanded. It had only simon-pure Democratic diet and teaching, and thrived. It grew so splendidly and behaved itself so seemly, that a syndicate of gentlemen, being enamored of its features, proposed buying it from its foster parents and succeeded. They did not depart from its early training, but decked it out with many new features, and added many of those qualities which remain with it to-day.

**With a Daily Circulation to-day of 40,000 copies,  
and a Sunday Circulation of 56,000 copies,**

they can look back smilingly to the day they bought the **GLOBE**, and made a splendid investment.

*(Continued next week.)*

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**FRANK S. GRAY,**  
**GENERAL EASTERN AGENT,**  
**12 TRIBUNE BUILDING,**  
**New York.**

# Belief

Is a resultant—an effect; an involuntary and irresistible conclusion of the mind, the natural outcome and determination due to the weight of evidence. The mind itself has no more control of its beliefs than matter has over the subtle force of gravity. Given the evidence and the result is belief. We may *want* to believe; we may feel that we *ought* to believe; we may say for sake of courtesy and good form that we *do* believe—but unless the evidence has been presented, the mind that thinks will never believe. If the preponderance of evidence be against a stated proposition, belief will be against it, *sure!* Sympathy, self-interest, policy may influence one's decision, but never his belief. It is useless to tell a man to believe unless you first present the evidence—he cannot if he would. So also it is folly to attempt to argue him out of his belief without the evidence. Galileo recanted, yet in spite of himself he believed the world moved. The evidence was before him, and recantations even could not smother belief.

Belief is the mother of confidence, and confidence is the corner-stone of every human effort; with good judgment it leads to the gilded palace of success!

See

That

Seal?



It

Means

Something



—It means that I do not represent a newspaper which has not a **Known Circulation**. It means that the evidence—clean-cut, convincing and indisputable—of the circulations of these papers is always on tap:

## 5 FAMILY PAPERS.

The 3 Telegrams, {	-	-	300,000
ALBANY, ELMIRA, HARRISBURG, }			
Saturday Globe, {	-	-	200,000
UTICA, . . . . }			
Pennsylvania Grit, {	-	-	71,000
WILLIAMSPORT, . . . . }			
Combined Circulation, 5 papers, -			571,000

—It means this page is too narrow to present that evidence in detail, but that I have it to lay before and convince any man. It means that belief—involuntary and irresistible—will assert itself upon investigation, and that confidence, good business, success and solid satisfaction with results will naturally follow—

# Sure!

A. FRANK RICHARDSON,

Tribune Building, New York.

Chamber of Commerce, Chicago.

*Projector, Promoter, Proprietor and Pusher of "Known Circulations."*